

**PEW SOCIAL & DEMOGRAPHIC TRENDS**  
**TOPLINE FOR SELECTED QUESTIONS**  
 April 2-8, 2009 LUXURY/NECESSITY UPDATE SURVEY  
 TOTAL N=1,003

**NOTE: ALL NUMBERS ARE PERCENTAGES. THE PERCENTAGES GREATER THAN ZERO BUT LESS THAN .5 % ARE REPLACED BY AN ASTERISK (\*). COLUMNS/ROWS MAY NOT TOTAL 100% DUE TO ROUNDING. ALL TRENDS REFERENCE SURVEYS FROM SOCIAL & DEMOGRAPHIC TRENDS AND THE PEW RESEARCH CENTER FOR THE PEOPLE & THE PRESS UNLESS OTHERWISE NOTED.**

**ASK ALL:**

Q.20 I'm going to read you a list of things. For each one, please tell me whether you pretty much think of it as a necessity or pretty much think of it as a luxury you could do without. First, **[INSERT ITEM; RANDOMIZE – ITEM m. SHOULD ALWAYS COME AFTER ITEM i.]**

**READ IF NECESSARY:** Do you think of this as a necessity or think of this as a luxury you could do without?

		<u>Necessity</u>	<u>Luxury</u>	<u>DK/Ref</u> <u>(VOL.)</u>
a.	A car <sup>1</sup>			
	April 2009	88	12	*
	Oct 2006	91	8	1
	July 1996 <i>Washington Post/Kaiser/Harvard</i>	93	7	*
	Dec 1983 <i>Roper</i>	91	9	0
	Dec 1978 <i>Roper</i>	87	12	1
	Dec 1976 <i>Roper</i>	90	10	1
	Dec 1974 <i>Roper</i>	90	9	1
	Dec 1973 <i>Roper</i>	90	9	1
b.	A TV set			
	April 2009	52	47	1
	Oct 2006	64	35	1
	July 1996 <i>Washington Post/Kaiser/Harvard</i>	59	41	0
	Dec 1983 <i>Roper</i>	64	36	0
	Dec 1978 <i>Roper</i>	58	41	1
	Dec 1976 <i>Roper</i>	59	40	1
	Dec 1974 <i>Roper</i>	66	33	1
	Dec 1973 <i>Roper</i>	57	42	1
c.	A clothes dryer			
	April 2009	66	33	1
	Oct 2006	83	16	1
	July 1996 <i>Washington Post/Kaiser/Harvard</i>	62	38	0
	Dec 1983 <i>Roper</i>	69	31	1
	Dec 1978 <i>Roper</i>	58	42	1
	Dec 1976 <i>Roper</i>	62	37	1
	Dec 1974 <i>Roper</i>	59	39	2
	Dec 1973 <i>Roper</i>	54	44	2

<sup>1</sup> For the Washington Post/Kaiser/Harvard and Roper surveys, the item was listed as “an automobile.”

**Q.20 CONTINUED...**

		<u>Necessity</u>	<u>Luxury</u>	<u>DK/Ref</u> <b>(VOL.)</b>
d.	Air conditioning for your home			
	April 2009	54	45	1
	Oct 2006	70	29	1
	July 1996 <i>Washington Post/Kaiser/Harvard</i> <sup>2</sup>	51	49	*
	Dec 1983 <i>Roper</i>	38	61	1
	Dec 1978 <i>Roper</i>	31	69	1
	Dec 1976 <i>Roper</i>	31	68	1
	Dec 1974 <i>Roper</i>	30	69	1
	Dec 1973 <i>Roper</i>	26	72	2
e.	A dishwasher			
	April 2009	21	78	1
	Oct 2006	35	63	2
	July 1996 <i>Washington Post/Kaiser/Harvard</i>	13	86	0
	Dec 1983 <i>Roper</i>	19	80	1
	Dec 1978 <i>Roper</i>	12	87	1
	Dec 1976 <i>Roper</i>	15	83	1
	Dec 1974 <i>Roper</i>	13	85	2
	Dec 1973 <i>Roper</i>	10	89	1
f.	A computer for home use			
	April 2009	50	50	1
	Oct 2006	51	47	2
	July 1996 <i>Washington Post/Kaiser/Harvard</i>	26	74	*
	Dec 1983 <i>Roper</i>	4	94	2
g.	A microwave			
	April 2009	47	53	*
	Oct 2006	68	31	1
	July 1996 <i>Washington Post/Kaiser/Harvard</i>	32	68	0
h.	Cable or satellite television service			
	April 2009	23	75	1
	Oct 2006	33	66	1
	July 1996 <i>Washington Post/Kaiser/Harvard</i> <sup>3</sup>	17	83	0
i.	A cell phone			
	April 2009	49	50	1
	Oct 2006	49	49	2
j.	High-speed internet access			
	April 2009	31	67	2
	Oct 2006	29	67	4
k.	An iPod			
	April 2009	4	93	3
	Oct 2006	3	88	9

<sup>2</sup> For the Washington Post/Kaiser/Harvard and Roper surveys, the item was listed as "Air conditioners for your home."

<sup>3</sup> The item for Washington Post/Kaiser/Harvard was worded "basic cable television."

Q.20 CONTINUED...

	<u>Necessity</u>	<u>Luxury</u>	DK/Ref <b>(VOL.)</b>
1. A flat screen or high-definition TV <sup>4</sup>			
April 2009	8	91	1
Oct 2006	5	93	2
1. A landline or regular home phone			
April 2009	68	31	1

Q.23 I am going to read you a list of things that some people have done because of the economic recession but other people have not done. For each of the following, please tell me if you personally have done this, or not. Have you **(INSERT ITEM, RANDOMIZE)** because of the recession, or not? **(READ AS NECESSARY)** Have you **(INSERT ITEM, RANDOMIZE)** because of the recession or not?

	<u>Yes</u>	<u>No</u>	Yes, but not because of recession <b>(VOL.)</b>	Not applicable <b>(VOL.)</b>	DK/Ref <b>(VOL.)</b>
a. Held a garage sale or sold items on the internet	16	82	2	*	*
b. Made plans to plant a vegetable garden	21	69	9	1	1
c. Had a friend or relative move in with you or you moved in with a friend or relative	10	89	1	*	*
d. Rented out a room or space in your home to a boarder who was not a friend or relative	2	98	*	*	*
e. Started doing yard work or home repairs that you used to pay others to do	20	68	5	6	1
f. Changed to a less expensive cable or satellite TV subscription, or cancelled service	24	70	1	5	*
g. Changed to a less expensive cell phone plan, or cancelled service	22	72	1	4	1
h. Cut back spending on alcohol or cigarettes	28	41	1	30	1
i. Bought less expensive brands or shopped more at discount stores	57	35	6	1	1

<sup>4</sup> In October 2006 the item was worded "A flat screen, plasma, or high definition TV."

Q.23open

Is there anything else that you have done to save money during the recession? (**OPEN-END. ACCEPT UP TO THREE RESPONSES; IF RESPONDENT ANSWERS 'YES,' ASK:** What have you done?)

<b>50</b>	<b>(NET) HAVE DONE SOMETHING</b>
11	Reduced driving/Eliminated unnecessary car trips
10	Cut back on restaurants/eating out
9	Cut back spending (general)
6	Cut back spending for food, clothing, medicine
4	Better managing personal finances
4	Cut back/cancelled vacation or other travel plans
4	Started saving on energy, electricity or utilities
3	Cut back on entertainment expenses (movies, sporting events, etc.)
1	Took a second job, part-time job or side jobs
8	Other
48	No, haven't done anything/Nothing
2	Don't know/Refused

Q. 24 For each of the following, please tell me whether or not it is something that happened to you or someone in your household in the past year....Have you or has someone in your household **[RANDOMIZE]**?

	<u>Yes</u>	<u>No</u>	DK/Ref <b>(VOL.)</b>
a. Had problems paying rent or mortgage	21	79	*
b. Been laid off or lost a job	27	73	*
c. Lost more than 20 percent in a retirement account or other investments	47	49	4